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United Tastes of America Champion Unveils Champion Dishes

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Market Promotion/Competition

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Report Highlights:

The United Tastes of America - Asian Chef Challenge, which was organized by the U.S. Meat Export Federation and overseen by the Agricultural Trade Office (ATO) Taipei on November 16, was a huge success. The grand championship was awarded to Chefs Peng Sheng Tung and Chien Yu Ming from the Kaiping Culinary School. The Taiwan champion team will battle with winners from Hong Kong, Seoul, Tokyo, and many China metropolitan cities on March 23, 2016. The champion also received the Millie Award, which was sponsored by the U.S. Highbush Blueberry Council and includes a one-week culinary and farm trip to the United States.

General Information:

Sixteen teams battled on November 16, 2015, at Taipei's preliminary competition to be crowned best chef in Taiwan and have the opportunity to compete in Japan at the final competition. Many chefs are from renowned hotels, restaurants, and culinary institutes across Taiwan, including chefs from: Fullon Hotel & Resorts Hualien, Taichung Harbor Hotel, SQUARE Pizza al Taglio, Huang Ping Zheng Foods Co., Kaiping Culinary School, C'est La vie, Ambassador Hotel, Le Blé d'Or, Lan Yang Institute of Technology, Creative Cuisine, HANA Teppanyaki, SHINYEY Dining, WuHsieh Lab, Evergreen Laurel Hotel Taichung, Cin Cin Osteria, and PALAIS de CHINE. After the intensive four-hour long competition, Chefs Peng Sheng Tung and Chien Yu Ming from the Kaiping Culinary School stood out from other competitors and won the grand championship.

Before the competition took place, the organizer hosted a seminar along with the head judge, Alan Palmer, to answer any questions from approximately 50 interested contestant chefs and representatives from various chef associations. A tasting menu, which incorporated a wide variety of sponsored ingredients, was also served to inspire the chefs for winning the preliminary competition eligibility. Sixteen applications were screened out of 35 island wide for the prelim in the end.

In order to allow consumers to their taste champion dishes, the Kaiping Culinary School unveiled their menu, which won them the championship at the recent United Tastes of America – Asian Chef Challenge from November 23. The menu incorporates at least 16 U.S. ingredients, which were required to use at the competition. The list of ingredients included: U.S. strip loin beef, U.S. Boston butt pork, U.S. chicken drumsticks, Idaho fingerling potatoes, U.S. frozen potato shreds, U.S. medium grain rice, U.S. barley flake, California pepper jack cheese, Wisconsin ginseng, U.S. frozen highbush blueberries, California broccoli, California romaine hearts, Pennsylvania caramel syrup, California pomegranates, California raisins, and California grapes.

A post survey was conducted after the chef competition and 27 chefs responded. When being asked what ingredients their restaurants hadn't used before this competition but would consider using them in the future, the top four ingredients were: frozen blueberries (17 votes), Idaho fingerling potatoes (16 votes), California pomegranates (12 votes), and California pepper jack cheese (12 votes).

ATO Taipei serves as advisor for the United Tastes of America - Asian Chef Challenge, which is organized by the U.S. Meat Export Association and sponsored by many other U.S. agricultural producer associations, including: California Agricultural Export Council, California Milk Advisory Board, California Raisin Administrative Committee, California Table Grape Commission, Commonwealth of Pennsylvania Office of Trade and Investment, Ginseng Board of Wisconsin, Idaho Potato Commission, Pomegranate Council, U.S. Grains Council, USA Poultry & Egg Export Council, U.S. Potato Board, U.S. High-bush Blueberry Council, U.S. Meat Export Federation, and USA Rice Federation.

Below is the champion menu prepared by Chefs Peng and Chien. The school runs a restaurant and started taking reservations, at the end of November, so consumers could taste the award winning dishes.

Appetizer

Sous-vide stuffed U.S. pork with California walnuts, cilantro yogurt sauce, smoke-roasted bell pepper & U.S. pork sausage,
U.S. fruit salsa of grapes, blueberries and pomegranates on the side



Soup

Creamy turnip soup with pan-fried Wisconsin ginseng-flavored U.S. chicken, California romaine lettuce wrapped with garden vegetables puree and U.S. medium grain rice



Main Course

Sous-vide herb mustard-flavored U.S. beef sirloin with California Pepper Jack cheese on the side, Idaho fingerling potatoes with ginger mustard sauce & pan-fried U.S. beef sirloin braised with red wine shallots, topped with U.S. potato hash brown, red wine sauce on the side



Dessert

Chocolate fondant, vanilla U.S. rice pudding topped with U.S. barley flake, apple raisin tart cooked with Pennsylvania caramel



Media Coverage:

<u>Media</u>	<u>Vehicle</u>	<u>Date/Time</u>	<u>Section/ Duration/</u>	<u>Title</u>

Central News Agency	On-line	2015/08/26	General	United Tastes of America Asian Chef Challenge to Take Place this Nov.
Yahoo	On-line	2015/08/26	News	United Tastes of America Asian Chef Challenge to Take Place this Nov.
United Daily	On-line	2015/8/26	Life	United Tastes of America Asian Chef Challenge to Take Place this Nov.
China Post	Newspaper	2015/8/29	Foreign Community	Second Asian Chef Challenge opening for applications: AIT
United Daily	On-line	2015/11/16	Real Time	Kaiping Culinary School Stood out From UTA Chef Challenge
FTV	TV	2015/11/16	18:00 prime time 134”	Sixteen Teams of Chefs Battle to be Crowned for Best Chef in Taiwan
United Daily	Newspaper	2015/11/17	Life	School Upsets HRI in UTA Chef Challenge
The News Lens	On-line	2015/11/17	Press Release	The UTA Asian Chef Challenge’s Winner Goes to...
China Post	Newspaper	2015/12/2	Arts & Leisure	Winner of United Tastes of America-Asian Chef Challenge II unveiled
China Post	Newspaper	2015/12/3	Arts & Leisure	Asian Chef Challenge Taiwan champ gearing up for the grand finale
Commercial Times	Newspaper	2015/12/7	Metro/Consumer	Kaiping Culinary School Takes Reservations for Champion Dishes
E-China Times	On-line	2015/12/7	Consumer	Kaiping Culinary School Takes Reservations for Champion Dishes